

DIGITALLY IMAGED LENTICULAR PRODUCTS
INCORPORATING CUSTOMIZED ELEMENTS

ABSTRACT OF THE DISCLOSURE

Disclosed herein is a digitally imaged lenticular product comprising a lenticular lens having an array of lenticles defining a front surface, and a substantially flat back surface located opposite the front surface. The product further includes a digitally output interlaced image digitally printed and joined to the flat back surface of the lens so as to be in correspondence with

5 the array of lenticles. The digitally output interlaced image includes at least one individually customizable element. The digitally imaged lenticular products can be part of a variety of consumer end products, such as a container, a cup, a label, and a package. This permits final digitally imaged lenticular products to have a wide range of variance and versions, both from one lenticular run to the next, as well as within a run, thereby accommodating individualized data.